

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81	
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80	
Certain to vote	(10)	520	274	246	27	39	74	102	99	175	77	162	104	159	148	134	20	118	8	2	180	142	49
		52%	56%	48%	29%	30%	45%	58%	62%	64%	64%	51%	50%	50%	71%	59%	81%	61%	46%	17%	74%	67%	62%
	(9)	61	35	27	4	6	13	7	14	17	5	24	10	21	10	17	*	19	3	-	17	12	8
		6%	7%	5%	4%	5%	8%	4%	9%	6%	4%	7%	5%	7%	5%	8%	2%	10%	19%	-	7%	6%	11%
	(8)	90	42	48	11	10	18	19	10	23	9	34	17	30	17	21	1	20	1	2	18	25	8
		9%	9%	9%	12%	8%	11%	11%	6%	8%	7%	11%	8%	9%	8%	9%	6%	10%	8%	16%	8%	12%	10%
	(7)	41	16	25	6	6	7	8	5	10	3	16	1	21	8	13	1	9	-	3	5	10	3
		4%	3%	5%	6%	5%	5%	4%	3%	4%	3%	5%	1%	7%	4%	6%	2%	5%	-	20%	2%	5%	4%
	(6)	23	13	10	-	4	6	2	7	4	1	6	7	9	4	6	1	1	3	2	4	3	3
		2%	3%	2%	-	3%	4%	1%	4%	1%	1%	2%	3%	3%	2%	3%	3%	*	15%	14%	2%	1%	4%
	(5)	84	36	48	13	13	13	15	11	19	8	22	17	36	15	22	-	19	2	3	8	12	3
		8%	7%	9%	14%	10%	8%	8%	7%	7%	7%	7%	8%	11%	7%	10%	-	10%	9%	18%	3%	6%	4%
	(4)	17	6	11	3	4	1	4	-	6	2	5	3	6	5	4	2	2	-	-	2	3	2
		2%	1%	2%	3%	3%	*	2%	-	2%	2%	1%	2%	2%	2%	2%	6%	1%	-	-	1%	1%	2%
	(3)	19	7	12	3	9	5	*	1	1	3	6	6	3	1	6	-	4	1	2	2	4	-
		2%	1%	2%	3%	7%	3%	*	1%	*	2%	2%	3%	1%	*	3%	-	2%	3%	16%	1%	2%	-
	(2)	18	11	7	3	7	2	3	1	2	2	8	2	3	2	4	-	1	-	-	1	-	-
		2%	2%	1%	3%	6%	1%	2%	1%	1%	2%	3%	1%	1%	1%	2%	-	*	-	-	*	-	-
Definitely would not vote	(1)	124	45	79	24	31	25	17	10	16	10	37	39	29	-	-	-	-	-	-	2	1	2
		12%	9%	15%	26%	24%	15%	10%	6%	6%	8%	12%	19%	9%	-	-	-	-	-	-	1%	1%	3%
Don't know		3	2	1	-	-	-	-	1	2	-	1	-	2	-	-	-	-	-	-	1	-	1
		*	*	*	-	-	-	-	1%	1%	-	*	-	1%	-	-	-	-	-	-	*	-	1%
Mean		7.63	7.99	7.28	5.82	5.74	7.32	7.99	8.51	8.53	8.20	7.68	7.14	7.78	9.02	8.55	9.32	8.78	8.38	6.53	9.23	8.95	8.85
Standard deviation		3.22	3.01	3.38	3.64	3.67	3.32	3.02	2.59	2.57	2.96	3.18	3.59	2.95	1.85	2.17	1.65	1.94	2.07	2.28	1.71	1.87	2.06
Standard error		0.10	0.14	0.14	0.59	0.38	0.30	0.23	0.18	0.14	0.16	0.21	0.32	0.17	0.12	0.15	0.30	0.14	0.52	0.72	0.10	0.12	0.23

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 2

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80
Conservative	209	97	112	15	15	30	40	32	77	39	74	32	57	209	-	-	-	-	-	150	15	6
	21%	20%	22%	17%	12%	18%	22%	20%	28%	33%	23%	16%	18%	100%	-	-	-	-	-	62%	7%	7%
Labour	227	132	95	17	32	40	43	34	62	25	71	47	84	-	227	-	-	-	-	7	145	21
	23%	27%	19%	18%	25%	24%	24%	21%	22%	21%	22%	23%	26%	-	100%	-	-	-	-	3%	68%	26%
Liberal Democrat	25	16	10	5	1	4	8	3	5	6	9	5	5	-	-	25	-	-	-	*	*	19
	3%	3%	2%	5%	1%	2%	4%	2%	2%	5%	3%	2%	2%	-	-	100%	-	-	-	*	*	25%
The UK Independence Party (UKIP)	194	101	93	3	30	25	43	42	47	20	51	46	74	-	-	-	194	-	-	47	24	12
	19%	21%	18%	4%	23%	15%	24%	26%	17%	17%	16%	22%	23%	-	-	-	100%	-	-	20%	11%	15%
The Green Party	18	9	9	-	2	6	4	3	2	2	12	-	5	-	-	-	-	18	-	2	4	2
	2%	2%	2%	-	2%	4%	3%	2%	1%	1%	4%	-	1%	-	-	-	100%	-	-	1%	2%	3%
The British National Party (BNP)	11	6	5	3	5	1	-	-	2	-	4	5	1	-	-	-	-	-	11	-	3	-
	1%	1%	1%	3%	4%	1%	-	-	1%	-	1%	2%	*	-	-	-	-	-	72%	-	2%	-
Some other party	4	3	2	-	2	2	-	*	*	1	4	-	-	-	-	-	-	-	4	-	*	2
	*	1%	*	-	1%	1%	-	*	*	*	1%	-	-	-	-	-	-	-	28%	-	*	2%
Would not vote	124	45	79	24	31	25	17	10	16	10	37	39	29	-	-	-	-	-	-	2	1	2
	12%	9%	15%	26%	24%	15%	10%	6%	6%	8%	12%	19%	9%	-	-	-	-	-	-	1%	1%	3%
Refused	63	31	32	3	2	6	7	13	32	7	12	9	25	-	-	-	-	-	-	10	4	3
	6%	6%	6%	4%	1%	4%	4%	8%	12%	5%	4%	4%	8%	-	-	-	-	-	-	4%	2%	4%
Don't know	126	48	78	22	10	26	15	21	32	11	47	24	39	-	-	-	-	-	-	22	17	13
	13%	10%	15%	23%	7%	16%	9%	13%	12%	9%	15%	12%	12%	-	-	-	-	-	-	9%	8%	16%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	530	257	273	11	34	61	104	115	201	198	117	63	145	191	160	23	140	11	5	202	169	48
Weighted base	494	267	227	26	46	76	103	90	149	70	162	101	155	158	157	20	141	12	6	169	147	48
Conservative	158	73	85	7	10	24	29	27	62	30	59	26	39	158	-	-	-	-	-	123	11	5
	32%	27%	38%	27%	23%	31%	28%	30%	41%	42%	36%	26%	25%	100%	-	-	-	-	-	73%	8%	10%
Labour	157	96	61	11	15	29	32	27	44	19	46	34	58	-	157	-	-	-	-	6	113	16
	32%	36%	27%	41%	33%	38%	31%	30%	30%	28%	28%	34%	37%	-	100%	-	-	-	-	3%	77%	33%
Liberal Democrat	20	14	7	4	1	3	6	2	4	5	8	4	3	-	-	20	-	-	-	*	*	17
	4%	5%	3%	16%	2%	4%	6%	2%	3%	7%	5%	4%	2%	-	-	100%	-	-	-	*	*	34%
The UK Independence Party (UKIP)	141	77	64	3	18	15	33	31	37	15	38	36	51	-	-	-	141	-	-	38	19	8
	28%	29%	28%	12%	38%	20%	32%	35%	25%	21%	24%	36%	33%	-	-	-	100%	-	-	22%	13%	17%
The Green Party	12	6	6	-	*	4	3	3	1	1	7	-	3	-	-	-	-	12	-	2	3	2
	2%	2%	3%	-	1%	5%	3%	3%	1%	1%	5%	-	2%	-	-	-	-	100%	-	1%	2%	4%
The British National Party (BNP)	4	1	3	1	*	1	-	-	1	-	2	*	*	-	-	-	-	-	4	-	1	-
	1%	1%	1%	5%	1%	2%	-	-	1%	-	1%	*	*	-	-	-	-	-	70%	-	1%	-
Some other party	2	1	1	-	1	*	-	*	*	*	1	-	-	-	-	-	-	-	2	-	*	1
	*	*	*	-	2%	1%	-	*	*	*	1%	-	-	-	-	-	-	-	30%	-	*	2%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	33%
Labour	32%
Liberal Democrat	5%
UKIP	27%
Green	2%
Other	1%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80
Conservative	230 23%	112 23%	118 23%	13 14%	12 9%	35 21%	43 24%	39 24%	88 32%	43 36%	81 25%	32 15%	69 22%	186 89%	3 1%	4 16%	14 7%	3 17%	-	158 65%	15 7%	12 15%
Labour	241 24%	130 27%	111 22%	22 23%	28 22%	48 29%	45 26%	34 22%	63 23%	27 22%	79 25%	46 22%	86 27%	5 3%	211 93%	* 2%	9 5%	* 1%	-	6 2%	147 69%	21 26%
Liberal Democrat	28 3%	14 3%	14 3%	3 4%	1 1%	3 2%	8 4%	4 3%	9 3%	5 5%	13 4%	2 1%	8 2%	2 1%	-	19 76%	1 1%	1 3%	-	3 1%	1 *	19 23%
The UK Independence Party (UKIP)	176 18%	99 20%	78 15%	8 8%	32 25%	22 13%	35 20%	34 21%	44 16%	18 15%	45 14%	47 23%	63 20%	8 4%	* *	-	158 82%	-	2 16%	42 18%	19 9%	7 9%
The Green Party	20 2%	11 2%	9 2%	3 3%	2 1%	5 3%	5 3%	4 2%	2 1%	1 1%	12 4%	3 1%	4 1%	2 1%	1 *	-	-	12 69%	* 2%	3 1%	4 2%	3 4%
The British National Party (BNP)	6 1%	4 1%	2 *	-	2 2%	1 1%	* *	-	2 1%	* *	1 *	2 1%	1 *	-	* *	-	-	-	5 36%	-	4 2%	-
Some other party	4 *	-	4 1%	-	3 3%	* *	* *	-	-	1 1%	2 *	2 1%	-	* *	2 1%	-	-	-	2 10%	* *	-	2 2%
Would not vote	124 12%	45 9%	79 15%	24 26%	31 24%	25 15%	17 10%	10 6%	16 6%	10 8%	37 12%	39 19%	29 9%	-	-	-	-	-	-	2 1%	1 1%	2 3%
Refused	50 5%	25 5%	25 5%	3 4%	4 3%	6 3%	6 4%	9 5%	22 8%	5 4%	7 2%	9 4%	20 6%	-	-	-	1 1%	-	-	5 2%	1 *	2 2%
Don't know	121 12%	48 10%	73 14%	16 17%	12 10%	20 12%	18 10%	24 15%	30 11%	10 9%	44 14%	25 12%	39 12%	5 2%	9 4%	1 6%	11 5%	2 9%	5 36%	22 9%	21 10%	13 16%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	546	264	282	12	34	63	104	115	216	206	122	63	148	187	156	22	131	9	4	209	171	49
Weighted base	504	272	232	28	44	78	101	91	159	72	167	99	158	155	153	19	132	10	5	172	148	49
Conservative	175	86	89	7	9	26	31	32	70	34	65	25	47	144	3	4	10	2	-	130	12	10
	35%	32%	39%	24%	21%	34%	31%	35%	44%	47%	39%	25%	30%	93%	2%	20%	8%	15%	-	76%	8%	20%
Labour	160	92	68	11	12	31	33	27	46	20	47	32	60	1	147	*	5	*	-	4	116	15
	32%	34%	29%	39%	27%	40%	33%	30%	29%	28%	28%	32%	38%	1%	96%	2%	4%	2%	-	2%	78%	31%
Liberal Democrat	21	11	10	2	1	2	6	3	7	4	10	2	5	2	-	15	1	*	-	3	1	14
	4%	4%	4%	6%	2%	3%	6%	4%	5%	5%	6%	2%	3%	1%	-	78%	1%	*	-	2%	1%	29%
The UK Independence Party (UKIP)	127	73	54	7	19	13	27	25	33	13	35	36	43	6	*	-	116	-	1	33	15	6
	25%	27%	23%	24%	43%	17%	27%	28%	21%	18%	21%	36%	27%	4%	*	-	88%	-	16%	19%	10%	12%
The Green Party	14	8	6	2	*	4	4	3	1	1	8	3	3	1	1	-	-	9	*	2	3	3
	3%	3%	3%	7%	1%	5%	4%	4%	1%	1%	5%	3%	2%	1%	*	-	-	83%	1%	1%	2%	6%
The British National Party (BNP)	3	1	2	-	*	1	*	-	1	*	1	*	*	-	*	-	-	-	3	-	1	-
	1%	1%	1%	-	1%	1%	*	-	1%	*	*	*	*	-	*	-	-	-	61%	-	1%	-
Some other party	3	-	3	-	3	*	*	-	-	*	1	2	-	*	2	-	-	-	1	*	-	1
	1%	-	1%	-	6%	*	*	-	-	1%	1%	2%	-	*	1%	-	-	-	22%	*	-	2%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	35%
Labour	32%
Liberal Democrat	5%
UKIP	24%
Green	3%
Other	1%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80
I would not vote Liberal Democrat	684	350	334	52	92	108	132	114	184	83	220	150	213	159	168	-	169	12	12	191	169	33
	68%	72%	65%	56%	71%	66%	75%	72%	67%	69%	69%	72%	67%	76%	74%	-	87%	66%	78%	79%	79%	42%
I would not vote Conservative	503	259	244	49	85	90	89	78	107	48	162	106	170	-	185	14	131	13	15	35	166	42
	50%	53%	48%	53%	65%	55%	50%	49%	39%	40%	51%	51%	53%	-	81%	57%	68%	73%	98%	15%	78%	53%
I would not vote UKIP	485	225	259	47	65	89	83	65	134	68	172	92	140	129	166	18	-	14	9	119	136	42
	48%	46%	51%	51%	51%	54%	47%	41%	49%	56%	54%	45%	44%	62%	73%	72%	-	77%	58%	49%	64%	53%
I would not vote Labour	481	231	250	35	64	74	92	75	138	60	168	101	136	166	-	13	143	15	10	185	24	35
	48%	48%	49%	38%	49%	45%	52%	48%	51%	50%	53%	49%	42%	80%	-	50%	74%	83%	64%	77%	11%	45%
None of these - I would potentially vote for all of them	90	35	55	11	12	18	13	14	22	7	16	32	31	5	14	-	6	-	*	10	8	4
	9%	7%	11%	11%	9%	11%	8%	9%	8%	6%	5%	15%	10%	2%	6%	-	3%	-	2%	4%	4%	5%
Don't know	22	10	13	4	-	*	3	4	9	4	5	2	9	*	-	-	*	-	-	2	-	-
	2%	2%	2%	5%	-	*	2%	3%	3%	3%	1%	1%	3%	*	-	-	*	-	-	1%	-	-

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81	
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80	
NET: Well	507	282	225	53	38	80	80	85	171	69	157	103	161	173	99	19	89	6	2	184	99	46	
		51%	58%	44%	57%	29%	49%	45%	63%	57%	49%	50%	50%	83%	44%	73%	46%	36%	12%	76%	47%	58%	
Very well	(4)	51	34	17	11	1	7	6	4	23	6	7	11	25	21	11	-	9	-	-	19	10	-
		5%	7%	3%	12%	*	4%	3%	2%	9%	5%	2%	5%	8%	10%	5%	-	4%	-	-	8%	5%	-
Quite well	(3)	455	247	208	42	37	73	74	81	148	63	150	93	136	152	88	19	80	6	2	165	89	46
		46%	51%	40%	45%	29%	44%	42%	51%	54%	53%	47%	45%	43%	73%	39%	73%	41%	36%	12%	68%	42%	58%
Quite badly	(2)	320	133	187	21	59	59	63	51	66	39	113	73	89	24	98	5	63	7	4	44	79	24
		32%	27%	37%	23%	46%	36%	36%	32%	24%	32%	35%	35%	28%	12%	43%	20%	33%	38%	30%	18%	37%	30%
Very badly	(1)	116	55	62	13	26	21	26	16	11	8	39	22	41	4	16	2	35	4	9	4	26	7
		12%	11%	12%	14%	20%	13%	15%	10%	4%	7%	12%	11%	13%	2%	7%	7%	18%	20%	58%	2%	12%	9%
NET: Badly		436	187	249	34	85	81	89	68	77	47	152	95	130	28	114	7	99	10	13	48	105	31
		44%	38%	48%	37%	66%	49%	50%	43%	28%	39%	47%	46%	41%	13%	50%	27%	51%	58%	88%	20%	49%	39%
Don't know		57	18	39	6	6	4	8	6	26	4	12	9	28	7	14	-	7	1	-	10	9	2
		6%	4%	8%	6%	5%	2%	5%	4%	9%	4%	4%	4%	9%	3%	6%	-	3%	7%	-	4%	4%	3%
Mean		2.47	2.56	2.38	2.58	2.10	2.41	2.35	2.47	2.74	2.58	2.40	2.46	2.50	2.94	2.44	2.66	2.33	2.17	1.54	2.86	2.41	2.51
Standard deviation		0.78	0.79	0.75	0.90	0.72	0.77	0.78	0.72	0.69	0.70	0.73	0.77	0.84	0.55	0.71	0.61	0.83	0.78	0.73	0.56	0.77	0.66
Standard error		0.03	0.04	0.03	0.15	0.08	0.07	0.06	0.05	0.04	0.04	0.05	0.07	0.05	0.04	0.05	0.11	0.06	0.20	0.23	0.03	0.05	0.08

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 10

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81	
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80	
NET: Well	540	283	256	60	49	78	94	94	164	75	172	107	167	185	109	18	93	9	*	185	105	43	
	54%	58%	50%	65%	38%	48%	53%	59%	60%	62%	54%	52%	52%	88%	48%	72%	48%	51%	2%	77%	49%	54%	
Very well	(4)	43	30	13	7	4	5	6	5	17	6	7	9	19	21	9	1	6	-	*	17	9	3
		4%	6%	3%	7%	3%	3%	3%	3%	6%	5%	2%	4%	6%	10%	4%	3%	3%	-	2%	7%	4%	4%
Quite well	(3)	497	253	244	54	46	73	88	89	147	69	165	98	148	163	101	17	87	9	-	168	95	40
		50%	52%	47%	58%	35%	45%	50%	56%	54%	57%	52%	47%	46%	78%	44%	69%	45%	51%	-	70%	45%	51%
Quite badly	(2)	302	143	159	20	55	61	55	46	64	34	106	61	92	14	93	4	62	7	11	40	79	26
		30%	29%	31%	22%	43%	37%	31%	29%	23%	28%	33%	30%	29%	7%	41%	17%	32%	38%	76%	17%	37%	33%
Very badly	(1)	107	47	60	7	22	19	25	14	19	8	31	30	36	5	14	3	35	2	2	7	21	8
		11%	10%	12%	7%	17%	11%	14%	9%	7%	7%	10%	14%	11%	2%	6%	11%	18%	10%	11%	3%	10%	10%
NET: Badly		409	190	220	27	77	79	80	60	83	42	137	91	129	18	107	7	96	9	13	47	100	34
		41%	39%	43%	29%	60%	48%	45%	38%	30%	35%	43%	44%	40%	9%	47%	28%	50%	48%	88%	19%	47%	43%
Don't know		51	13	38	6	3	7	3	4	27	3	11	9	23	6	11	-	5	*	2	10	8	2
		5%	3%	7%	6%	2%	4%	2%	2%	10%	3%	4%	4%	7%	3%	5%	-	3%	1%	10%	4%	4%	2%
Mean		2.50	2.56	2.44	2.69	2.25	2.41	2.43	2.55	2.66	2.62	2.48	2.43	2.51	2.99	2.48	2.64	2.34	2.41	1.91	2.84	2.45	2.49
Standard deviation		0.75	0.76	0.74	0.72	0.77	0.74	0.77	0.70	0.72	0.70	0.70	0.80	0.79	0.51	0.68	0.73	0.81	0.69	0.47	0.58	0.74	0.73
Standard error		0.02	0.04	0.03	0.12	0.08	0.07	0.06	0.05	0.04	0.04	0.05	0.07	0.05	0.03	0.05	0.13	0.06	0.18	0.16	0.04	0.05	0.08

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80
I am satisfied with the job David Cameron is doing overall as Prime Minister	310 31%	164 34%	146 28%	27 29%	35 27%	54 33%	46 26%	48 30%	100 36%	39 32%	103 32%	66 32%	90 28%	151 73%	33 15%	10 39%	35 18%	2 9%	* 2%	138 57%	40 19%	21 27%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	278 28%	122 25%	156 30%	22 23%	41 32%	37 23%	61 35%	42 27%	75 27%	44 37%	87 27%	61 29%	80 25%	51 24%	28 12%	9 36%	91 47%	5 27%	5 35%	89 37%	29 14%	21 26%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	269 27%	133 27%	136 26%	31 33%	42 33%	46 28%	43 24%	47 30%	60 22%	25 21%	95 30%	53 25%	96 30%	3 2%	150 66%	6 23%	44 23%	10 56%	6 39%	7 3%	122 57%	27 33%
Refused	39 4%	20 4%	19 4%	- -	4 3%	10 6%	6 3%	7 4%	12 4%	4 3%	8 3%	11 5%	11 3%	2 1%	* *	- -	4 2%	- -	4 25%	2 1%	2 1%	4 5%
Don't know	103 10%	47 10%	57 11%	13 14%	6 5%	17 10%	20 12%	15 9%	28 10%	8 7%	28 9%	16 8%	43 13%	1 *	15 7%	* 2%	20 10%	1 7%	- -	6 2%	19 9%	7 9%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?
Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80
The Conservatives	235 23%	135 28%	100 20%	10 11%	10 8%	52 32%	51 29%	38 24%	73 27%	37 31%	85 27%	47 23%	56 18%	79 38%	49 22%	6 23%	49 25%	4 25%	1 6%	88 36%	61 29%	24 30%
Labour	99 10%	55 11%	44 9%	10 11%	11 9%	22 14%	13 7%	22 14%	20 7%	10 9%	20 6%	25 12%	41 13%	23 11%	33 15%	1 4%	19 10%	4 22%	* 2%	16 6%	28 13%	10 13%
The UK Independence Party (UKIP)	61 6%	42 9%	19 4%	- -	14 11%	18 11%	7 4%	14 9%	8 3%	9 7%	25 8%	11 5%	15 5%	11 5%	7 3%	2 6%	23 12%	1 5%	- -	16 6%	9 4%	4 5%
The Liberal Democrat	27 3%	18 4%	9 2%	3 4%	2 2%	13 8%	4 2%	2 1%	2 1%	* *	7 2%	5 3%	14 4%	1 1%	8 3%	2 8%	10 5%	- -	- -	1 *	5 2%	5 6%
None of them	659 66%	298 61%	362 70%	74 80%	99 77%	90 55%	113 64%	97 62%	182 66%	73 61%	208 65%	135 65%	223 70%	116 55%	154 68%	15 61%	123 63%	9 51%	13 90%	139 58%	131 61%	48 60%
Don't know	28 3%	11 2%	17 3%	3 3%	4 3%	10 6%	4 2%	4 2%	3 1%	2 2%	8 2%	8 4%	8 3%	6 3%	3 1%	- -	4 2%	2 9%	* 2%	6 2%	2 1%	1 1%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	38	94	122	179	198	364	331	220	125	291	247	220	30	191	16	10	288	238	81
Weighted base	1000	486	514	93	129	164	177	158	274	121	320	207	319	209	227	25	194	18	15	242	213	80
A Labour government	315	171	144	30	50	58	60	50	68	30	99	68	113	2	198	-	44	6	1	13	151	20
	31%	35%	28%	32%	38%	35%	34%	31%	25%	25%	31%	33%	35%	1%	87%	-	23%	31%	7%	5%	71%	26%
A Conservative government	302	150	152	18	33	37	58	50	106	49	104	53	84	176	3	-	61	4	3	181	18	9
	30%	31%	30%	19%	25%	22%	33%	32%	39%	41%	33%	26%	26%	84%	1%	-	32%	20%	18%	75%	8%	11%
A coalition between Labour and the Liberal Democrats	91	49	43	13	8	17	17	15	20	10	38	17	26	1	20	13	20	8	4	3	24	26
	9%	10%	8%	14%	6%	10%	9%	10%	7%	8%	12%	8%	8%	1%	9%	53%	11%	42%	30%	1%	11%	33%
A coalition between the Conservatives and the Liberal Democrats	89	40	48	6	16	16	12	13	25	12	27	27	19	27	-	10	26	-	2	26	6	12
	9%	8%	9%	7%	12%	10%	7%	8%	9%	10%	9%	13%	6%	13%	-	42%	14%	-	16%	11%	3%	15%
Don't know	204	77	127	26	23	36	30	30	56	19	51	42	77	2	6	1	41	1	4	19	14	12
	20%	16%	25%	28%	18%	22%	17%	19%	20%	16%	16%	20%	24%	1%	3%	6%	21%	7%	29%	8%	7%	15%

Blackpool North & Cleveleys Poll
CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	452 45%	486 49%
Female	548 55%	514 51%

Blackpool North & Cleveleys Poll
CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	38 4%	93 9%
25-34	94 9%	129 13%
35-44	122 12%	164 16%
45-54	179 18%	177 18%
55-64	198 20%	158 16%
65 or older	364 36%	274 27%
Refused	5 1%	5 *

Blackpool North & Cleveleys Poll
CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	117 12%	40 4%
B	214 21%	80 8%
C1	220 22%	320 32%
C2	125 13%	207 21%
D	85 9%	115 11%
E	206 21%	205 20%
Refused	33 3%	33 3%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 13th-18th October 2014

Absolutes/col percents

Table 17

Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Could you tell me which party you voted for at the last general election back in May 2010?

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	288 29%	242 24%
Labour	238 24%	213 21%
Liberal Democrats	81 8%	80 8%
Another party	51 5%	50 5%
Did not vote	242 24%	321 32%
Refused	55 6%	46 5%
Don't know	45 5%	49 5%